



**ADVERTISE WITH US!**



**WLQV FaithTalk**

# **MEDIA KIT**



**2022 BROADCAST EXCELLENCE AWARDS**  
**BEST IN THE CATEGORY OF**  
**SPECIAL SHOW BROADCAST PERSONALITY OR TEAM**  
**RUN TO WIN LIVE FROM THE GOP FORUM**

## DETROIT'S CHRISTIAN TEACHING & TALK STATION

Hear the very best in local & national Bible teachings and preaching from ministry leaders across the Motor City and around the country. Discover engaging faith-based programs, inspiring sermons, Christian Talk, and local sports on WLQV FM92.7 and AM1500.

### WEEKDAYS AT 6:30-9:30 AM



#### **Turning Point with Dr. David Jeremiah** Weekdays 6:30 a.m.

Delivering the unchanging Word of God to an ever-changing world.



#### **The Alternative with Dr. Tony Evans** Weekdays 7:00 a.m.

Dedicated to restoring hope & transforming lives through the proclamation and application of the Word of God.



#### **Gospel In Life with Tim Keller** Weekdays 7:30 a.m.

Explores how the Gospel changes every aspect of your life.



#### **Grace To You with John MacArthur** Weekdays 8:00 a.m.

This powerful broadcast will boost your spiritual growth by helping you understand & apply God's Word to your life, family, & church.



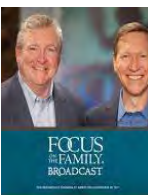
#### **Truth For Life with Alistair Begg** Weekdays 8:30 a.m.

On Truth For Life, Alistair Begg explains how Christians are called to settle disagreements in a biblical manner.



#### **Leading The Way with Dr. Michael Youssef** Weekdays 9:00 a.m.

Dr. Michael Youssef is leading the way for people living in spiritual darkness to discover the light of Christ.



#### **Focus on the Family hosted by Jim Daly & John Fuller – Weekdays 9:30 a.m.**

Offering real-life, Bible-based insights for everyday families. Help for marriage and parenting from families who are in the trenches with you.

### WEEKDAYS AT 10:00 A.M.-12:00 P.M.



#### **A New Beginning with Greg Laurie** Weekdays 10:00 a.m.

Is the end of the world near? What will happen after I die? What is the meaning of my life? You've got questions; Greg Laurie has biblical answers on A New Beginning.



#### **Allen Jackson Ministries** Weekdays 10:30 a.m.

Pastor Allen Jackson delivers inspiring messages of faith and hope in an effort to help people lead better lives and get closer to Jesus Christ.



#### **Saving America Radio with Charlie Kirk** Weekdays 11:00 a.m.

Charlie Kirk encourages listeners through promotion of the principles of free markets, and limited government, biblically from a Christian viewpoint.



#### **Discovering the Jewish Jesus** Weekdays 11:30 a.m.

Rabbi Schneider hosts Discovering The Jewish Jesus which brings revelation on how the Hebrew Bible (Old Testament) and New Testament are connected.



#### **SEKULOW** Weekdays 12:00 p.m.

Today's world can be exceedingly hostile toward those who name the name of Christ. That's why the ACLJ presents *Sekulow*, addressing problems of Christian rights in the workplace, school, & marketplace of ideas.

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### WEEKDAYS AT 12:30-3:00 PM



**In Touch Ministries**  
with Dr. Charles Stanley  
Weekdays 12:30 p.m.

Dr. Stanley demonstrates awareness of people's needs and provides Christ-centered biblically based principles for everyday life represented by the truth found in Acts 20:24.



**Equipped with Christopher Brooks**  
Weekdays 1:00 p.m.

Chris Brooks encourages listeners to live to grow spiritually, think Biblically, and live compassionately in a world that desperately needs our Savior.



**Destined for Victory with Paul Sheppard**  
Weekdays 2:00 p.m.

Pastor Paul is widely known for his practical and dynamic teaching style which helps people apply the timeless truths of Scripture to their everyday lives. Practical, down-to-earth teachings blended with humor.



**Saints Perspective**  
with Pastor Brian Edwards  
Weekdays 2:30 p.m.

Be blessed as you receive practical principles from the Word of God that will minister to your daily walk of life, with your host Pastor Brian Edwards.



**Unlimited Grace with Bryan Chapell**  
Weekdays 3:00 p.m.

Dedicated to spreading the gospel of God's grace to all people. Desire for believers everywhere to serve God through faith in His grace that frees from sin and fuels the joy of transformed.

## ***RUN TO WIN:*** THE **DARRYL WOOD** SHOW

Weekdays 4-6 p.m.



"Run to Win: The Darryl Wood Show" juxtaposes biblical principles and current events.

"Run to Win: The Darryl Wood Show" recurring weekly segments include listener feedback through social media, and guest interviews. Award-winning broadcaster Darryl Wood guides listeners through the maze of information related to religion, news headlines, pop culture, science & technology, health & fitness, lifestyle interests and more; pointing out where these and other topics crisscross, compliment and conflict with a Christian-Conservative world view.

For more information & to advertise on

**Run to Win: The Darryl Wood Show**

Please call: Chris MacCourtney, GM

248.581.1234 x1222

chrism@salemDETROIT.com

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## ON-AIR SPONSORSHIPS & LIVE BROADCASTS MEDIA KIT

*Reach an engaged and informed audience through sponsorships or buy airtime and host your own show. Possible formats include Political, Financial, Sports, Lifestyle, and Religious programming.*

30-minute & 60-minute program time is available on weekends. We also offer the opportunity to advertise within a particular program, as well as align your brand with local college athletics.

### SATURDAY LINE-UP



**10 a.m. – The William Malcolm Morning Show** hosted by Detroit fashion designer, businessman & community leader William Malcolm. The goal of the weekly talk radio show is to inspire, uplift and motivate listeners to become DREAMERS in action.



**11 a.m. - Inside Retirement: Motor City Edition with Brett Burzynski**  
Since 1988, The Burzynski Group has been working with metro-Detroit residents to help them meet their financial goals through insurance and investment products.



**3 p.m. – Adventures in Odyssey**  
Part Saturday morning cartoons & part radio drama, all designed to help your family grow in faith.

### SUNDAY LINE-UP



**6 a.m. – Retire Right with Shawn Mueller**  
Shawn's mission is to help provide every client with targeted, comprehensive financial advice and portfolio management strategies that are delivered with the highest level of personal service and professional integrity



**10:30 a.m. – Lola Park Lutheran Church Radio Hour with Pastor Gregory Gibbons**  
We are committed to a common calling—encouraging each other in our faith and sharing God's gift of a Savior with the rest of the world.



**12 p.m. – Hurtt For The Hurting**  
Reaching the hurting with the relevant message of God's unconditional love. Teaching the body of Christ, the depth of God's Wisdom for our daily lives.

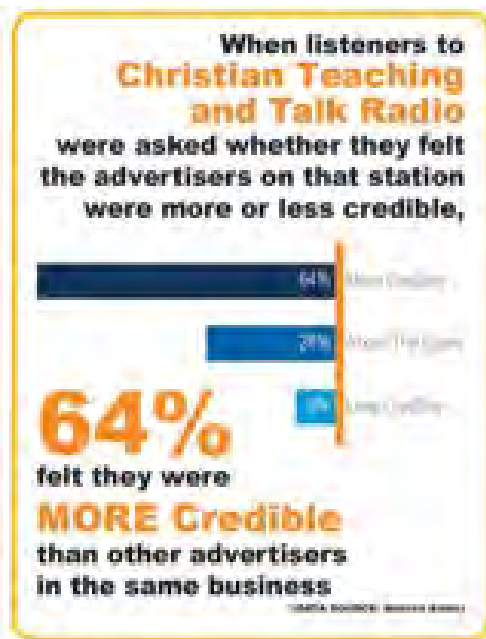


### UNIVERSITY OF DETROIT MERCY BASKETBALL

#### LISTEN TO TITAN MEN'S BASKETBALL ON FAITH TALK DETROIT!

WLQV FaithTalk Detroit is the radio broadcast home to University of Detroit men's basketball. Lead by Head Coach Mike Davis, the Titans look to win the Conference title in the upcoming season.

All games will be streamed on FaithTalkDetroit.com, iHeart Radio, Audacy.com, TuneIn, and on the FaithTalk Detroit WLQV app, giving the proud Titan faithful and fan base an unprecedented number of ways to follow the red, white and blue.



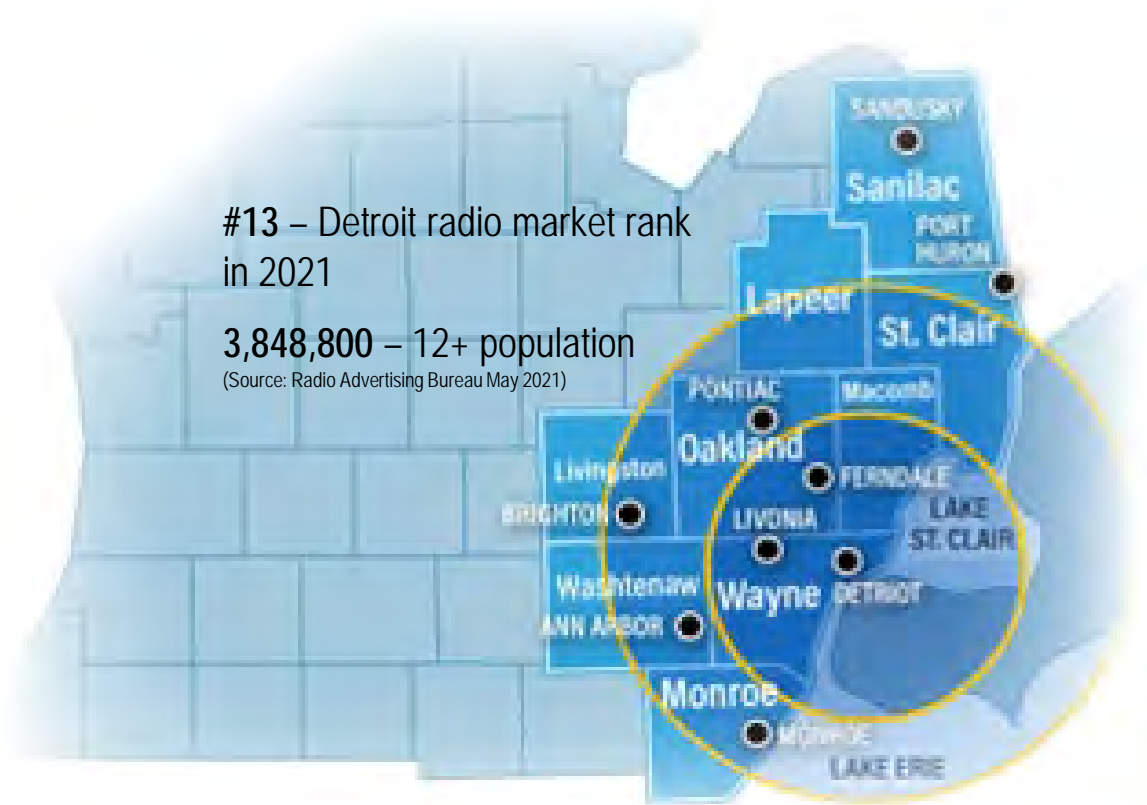


## LISTENING AREA COVERAGE MAP

## MEDIA KIT

### COVERING SOUTHEAST MICHIGAN

Listeners have 24/7 ACCESS to FaithTalk Detroit on FM92.7 & AM1500. At home or on-the-go, you can also listen to WLQV anywhere through our website live stream, on popular streaming players, and through our station mobile app.



FM92.7 & AM1500 FaithTalk Detroit is available across Southeast Michigan via live stream on FaithTalkDetroit.com, several streaming services, and FaithTalk Detroit WLQV app in the App Store and Google Play. FaithTalk Detroit is also connected through Alexa, Siri, and Google Home smart speakers.





## PROMOTIONS, EVENTS & SPONSORSHIPS MEDIA KIT

Radio is a powerful advertising medium and to make it even more effective we offer an exciting range of cross-platform promotions.

### FAITH TALK DETROIT CUSTOMIZED PROMOTIONS

FaithTalk Detroit offers our advertisers access to turn-key promotional opportunities and the option to customize a promotion that best fits their product or service. Examples include:

**Sweepstakes • Listen & Win Giveaways • Traffic Building Register-To-Win Contests • On-Site Events • Seasonal or Holiday Awareness Campaigns • Community Initiatives Quizzes & Surveys • Bracket Battles • Programming Block Sponsorships**

We use a variety of platforms to increase engagement and exposure in our contests.

On-Air Mentions	Web Banners	Loyalty Club Eblasts	Social Posts Facebook - Twitter - Instagram	Mobile Push Notifications
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### UPCOMING CONTESTS & PROMOTIONS – 2<sup>nd</sup> QUARTER

- Mother's & Father's Day – A chance to celebrate Mom & Dad. Participants will enter to win \$2,000 for their Mom (April 5-May 10) and for their Dad (May 15- June 14)
- Senior Send-Offs – A community initiative that recognizes senior class accomplishments and sends them off with well wishes on their future adventures (May 1-June 15)
- Get Caught Up Sweepstakes – Participants who enter have the opportunity to win \$18,000 cash from Salem Media Group to help pay bills, buy groceries and purchase gas. (May 1-June 11)

### SOCIAL MEDIA LINKS



### RADIO COMMERCIAL PRODUCTION

FaithTalk Detroit's experienced production team will customize a creative radio ad that will help you grow your business. We offer full-service production including writing, voiceover talent, music selection, audio mixing, and give you final approval so you get on the air FAST!

FaithTalk Detroit connects with the community by hosting events across Metro Detroit throughout the year. Sponsor opportunities are available to actively engage with our listeners and area Pastors on-air and on site.



**PASTOR APPRECIATION LUNCHEON**  
**MAY 9, 2023**

Our Pastor Appreciation Luncheon celebrates the many wonderful, hard-working Pastors across our region. The event is FREE and will be held on May 9<sup>th</sup> at the Great Lakes Culinary Center in Southfield.



**PASTORS MASTERS**  
**AUGUST 28, 2023**



Putts, Pars and Pastors! FaithTalk Detroit's Pastors Masters is a great day of food, fun, faith, and fellowship for Pastors who serve those of Southeastern Michigan. The event will be held at WestWynd Golf Course on Monday, August 28<sup>th</sup>.



## AMERICA IS ENGAGING WITH CHRISTIAN RADIO

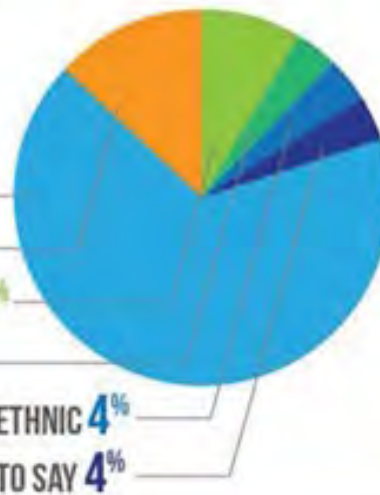
CHRISTIAN TEACHING & TALK

Who's Listening

**AUDIENCE PROFILE:** Age and ethnicity



- WHITE 71%
- BLACK 14%
- HISPANIC/LATINO 9%
- ASIAN 4%
- MULTIRACIAL/MULTIETHNIC 4%
- OTHER/PREFER NOT TO SAY 4%

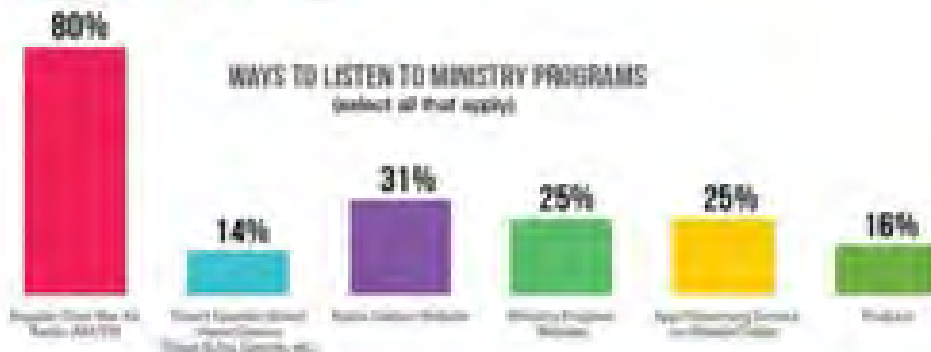


CHRISTIAN TEACHING & TALK

Radio Still Way Out in Front



### PREFERRED WAYS TO LISTEN TO MINISTRY PROGRAMS



Market Research: April-May 2021  
Christian Teaching and Talk Study (covering up to 21 markets in the USA)



SALEM  
SURROUND  
DETROIT

## DIGITAL MARKETING



A broad traditional marketing strategy needs the backup of a smart digital marketing campaign.

Salem Surround Detroit can target your audience wherever they ENGAGE, LISTEN, WATCH, SEARCH, SURF, SOCIALIZE, or REVIEW; keeping your business top of mind throughout today's customer buying journey!

Our offerings provide the right content, reach and targeting:

### Be Discovered

Broadcast, Programmatic  
Display, Digital Presence,  
Web Design, SEO

### Drive Engagement

Social Media,  
Contesting, Surveys,  
Quizzes

### Generate Leads

PPC, Email,  
Live Chat

### Phases of the Customer Journey



Receive a **FREE Digital Presence Evaluation** and see how your online presence compares to your competitors!

Learn more at [Detroit.SalemSurround.com](http://Detroit.SalemSurround.com) or for details on obtaining an evaluation or business needs analysis call 248.581.1234 to talk to one of our Media Strategists.



GREATER RESULTS WITH BOTH

# DIGITAL + RADIO



**AM/FM :** MARKET SHARE ACROSS  
**76%** ALL AD-SUPPORTED AUDIO  
AND A WEEKLY REACH OF  
84% OF AMERICANS 18+

## RADIO COMBINED WITH DIGITAL MEDIA IMPROVES RESULTS

Advertisers heavy-ing-up on digital media are not only better served by adding radio to the mix, but radio ads can lift the performance of digital ones, reinforcing recognition and recall and improving both search activity and Google and Facebook advertising.

## REACHING THE AUDIENCE WHERE THEY ARE

"When you pair radio and digital ads, they're an excellent complement to each other, because audiences consume content in multiple ways across lots of mediums," that's a necessity in a world where people encounter hundreds if not thousands of ads in a single day."

"Radio offers broad reach to anyone in the listening area [while] digital is more targeted, since you can define your audience," Wilson says. "Someone could be listening to the radio on their drive into work, then on their lunch break, they're scrolling online or on social media. Brands that pop up in both could influence a person's decision when they need to make a purchase."



Radio ads generated an average 29% increase in Google search activity. Radio spots lifted Google and Facebook advertising by as much as 18%.

A cross-channel ad platform should include all tactics together. Used together, radio and digital advertising can reinforce recognition and recall.



SALEM  
MEDIA GROUP

STREAMING BROADCAST PARTNERS AND PLATFORMS

SOURCE: INSIDE RADIO: 12/13/21  
Dustin Wilson | Manager of Client Development |  
RADIO ADVERTISING BUREAU (RAI)